

Mrs. Brownell, wife of the famous hybridizer, admiring a test field of lovely Nearly Wild.

FAMOUS HYBRIDIZER'S ROSE SENSATION

# BLOOMS LIKE NO OTHER ROSE IN HISTORY!

A Few Minutes to Plant — for Nearly 6 Months of Breathtaking Beauty, Year After Year!

Every Plant Guaranteed To Bloom This Season! Guaranteed to Outbloom Any Rose You Have Ever Grown or Your Money Back Any Time Within 3 Years!

## And Nearly Wild Is A Sub-Zero Rose, Too!

- Winter Hardy to 35° Below Zero!
- Guaranteed to Give You Heavy Masses of Bloom the First Season Planted!
- Maintains Its Peak Bloom for 25 Years or Longer Without "Fading"
- Inbred Super-Strength—Means More Resistance to Disease
- Blooms Heaviest in July and August When Most Other Everblooming Roses Barely Show a Few Blooms Here and There

Nearly Wild Sub-Zero Roses are outstanding members of an entirely new race of roses—resulting from a hybrid cross between the exceptionally hardy, pink vigorous Rosa Wichuraiana and the famous and lovely Dr. Van Fleet pink rose...one of the most graceful, large flowered, fragrant and free-blooming roses ever developed.

As a result, roots are larger, longer, much stronger...allow plant to take up more nourishment for greater bloom, greater growth, strength, hardiness and vigor. This means your plants withstand severer drought conditions, blazing summers, freezing winters all the way down to 15° below without protection, down to 35° below zero with light protection—and still bloom massively year after year! Imagine—they can actually thrive and bloom beautifully in the Arctic Circle!

### Requires Less Care! An Ideal Rose For Beginners! So Easy To Plant and Grow For a Lifetime of Gorgeous Bloom!

And because it can so easily withstand conditions that would kill off its more tender cousins, Nearly Wild is almost a foolproof rose—guaranteed to thrive and produce heavy masses of bloom for you even if you've never planted a seed before in your life!

Best of all, as a Sub-Zero Rose, it blooms almost constantly in Spring, Summer, Fall, starting this season—right up to first frosts and beyond!

So utterly fantastic is its outpouring of bloom that we believe Nearly Wild will give you more flowering joy than any other rose you have ever grown! And remember, unlike other bush roses, Nearly Wild produces MORE AND MORE beautiful masses of bloom for you year after year.

### Why Mr. Brownell Named His Wonder-Blooming Variety "Nearly Wild"

If you have ever seen a wild rose blooming under favorable conditions, you know how it can simply shower itself with

masses of beautiful blossoms, covering almost every inch of its stems. And because the blooms of this wonder floribunda looked like a wild rose in bloom—because no other rose plant he had ever seen could produce such a sheer total mass of blossoms not only in June, but for nearly 6 months of the year, Mr. Brownell enthusiastically named his wonder-blooming rose creation after the lovely rose of the forests... "Nearly Wild."

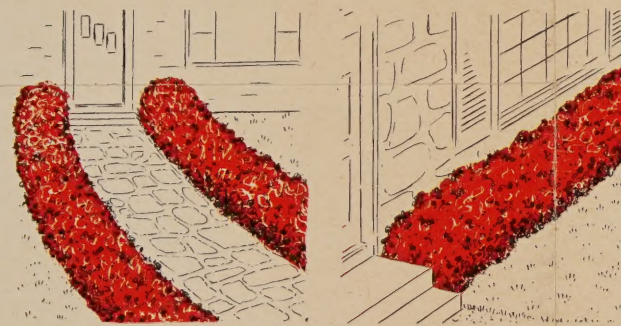
## Blooms, Blooms, Blooms — In Spring, Summer, Fall — Beginning This Spring!

Now Is the Time to Plant — Mail Enclosed Guarantee Order Form Today

Picture the incredible 5 to 6 month shower of beauty that now awaits you! It means that this summer and fall your garden will come alive with hundreds upon hundreds of the most beloved and enchanting flowers known to man — roses! Roses that burst into colorful, fragrant masses so densely packed with blossoms, you'll barely see the leaves show... roses that erupt into flowering walls and hedges so aflame with their pink-crimson beauty they'll turn your grounds into THE ROSE GARDEN of your community!

### Why Grow Only A Few Roses When You Can Grow THOUSANDS Just As Easily!

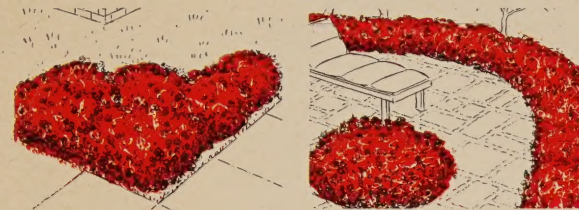
With just one single Nearly Wild rose plant you'll enjoy



How's This For Flower Drama! A "rose walk" or foundation planting of Nearly Wild adds depth, distinction and grace to your grounds. Imagine your home framed in lush rose beauty nearly 6 months of the year!

a living fountain of roses that pours forth fresh masses of 30, 40 even 50 roses each day. Think how fantastic that actually is... as many breathtaking 3-inch roses in a single day as you might expect an entire season from a vigorous Hybrid Tea... and your Nearly Wild plants bloom that way for weeks and even months on end right

through the summer! And each individual rose is so lovely — tinted a ravishing deep pink and red — and from the heart of each luscious flower, you'll see an exquisite gold splash streaking across the petals!



For edgings, borders and corner plots, Nearly Wild makes a colorful, living wall of blossoms no child or pet can get through!

### Plant Now For Earliest, Fullest Bloom!

With just a matched pair of roses, you'll frame your

porch, your foundation, your entrance with billowing mounds of fiery pink blooms in June, July, August, September, October, November! With 3 Nearly Wilds you'll frame a flowerbed... with 6 Nearly Wilds you'll line your walks, your borders, your driveway, encircle your beds... or drench your terrace with lavish masses of color. And with 12 rose plants you can have a spectacle of floral beauty too utterly incredible to describe — with countless thousands upon thousands of roses the first season alone — and then a flower show of up to 50,000 roses each year, year after year, when plants become fully established. Roses to sweep around your home, your garden, and frame your lawns in a scene of flowering splendor that will hold you spellbound with its beauty!

## SUPPLIES LIMITED — ACT IMMEDIATELY!

Send Air Mail Reservation Form Today!

Yes, if we had 25 or even 50 times more of these super-blooming Nearly Wild rose plants, we couldn't begin to fill the tremendous demand. For this is the rose of the future — already acclaimed by experts as the greatest-blooming rose of our times!

### Your One and Only Chance To Obtain These Super-Blooming Roses for Years to Come!

For the next few seasons alone, many Nearly Wilds will be needed to bud new rosebushes... and therefore

will not be available to the general public at all, except in strictly limited quantities.

But because we want you and your neighbors to see with your own eyes the incredible amount of roses Nearly Wild will produce in your garden... because we want to build up a demand for this rose such as no rose in America has ever enjoyed before... we are choosing a select group of gardeners in several different areas and are now offering you the chance to be years ahead of your neighbors to dis-

play your Nearly Wild "Dream Garden of Roses!"

But it's first come, first served... offer closes when supplies run out. Therefore, if you do not mail the coupon at once, there is no possible way we can fill your order. It's up to you. If you want to see what we consider by far to be the outstanding-blooming rose of all time... if you want to see it blooming in your garden years before we can supply it to your neighbors... rush enclosed order form without delay!

## LAKELAND NURSERIES SALES, GARDEN CITY, N. Y.

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Continual Masses of Bloom!



A LIVING WALL OF ROSES!

WE OFFER TOP-GRADED, TOP-QUALITY ROSES ONLY! Strong, Sturdy, 2-Year Old Field-Grown Rosebushes That Have Already Bloomed in The Growing Fields

The Pick of the Crop — So Easy to Plant and Grow

Each and every plant we ship you is guaranteed to be a choice, hand-picked, heavy-rooted top quality graded rosebush... with easy planting and landscaping instructions to help you get dramatic effects from your masses of color! Without exaggeration Nearly Wild is the easiest rose you can grow — offers you the most blooms for your money!

### Notice of Scarcity

We are limited by the number of plants that have been thus far produced. Therefore, we offer our severely limited supplies on a first-come, first-served basis. Nearly Wild is now extremely scarce — and we predict it will remain in short supply for at least 10 years. So for the garden of your dreams — for fabulous roses that give you thousands of blooms from each single plant — avoid disappointment — mail enclosed no-risk order form today!

1 FOR \$ 2.95 2 FOR \$ 4.95

3 FOR \$ 6.95 4 FOR \$ 8.95

6 FOR \$12. 12 FOR \$22.

# LAKELAND QUALITY MEANS MORE BLOOMS TO THE BUSH!



# MORE ROSES THAN YOU EVER SAW ON ANY ROSE BUSH OR YOUR MONEY BACK ANYTIME WITHIN 3 YEARS!



"He Has Given America  
A New Race of Roses"

—says Garden Club of America

## At Work in The Hybridizing Fields

Above, you see Walter D. Brownell, developer of the SUB-ZERO ROSE which defies wintry blasts down to 35° below.

And as Dr. Brownell himself would tell you: the greatest-blooming rose by far, and the only rose of its kind is NEARLY WILD!

Recently Acclaimed and Honored with  
Following Citations and Awards,  
Among Many Others:

Says Brooklyn Botanic Gardens in awarding Brownell its Medal for Distinguished Service: "From the wild rose (Rosa Wichuraiana) of the Orient, you have literally picked out the inherited characteristics of sub-zero hardiness and resistance to disease, and through long-term breeding with other desirable roses—have given to horticulture a number of significant new forms.

"And your keen eyes discovered the natural mutation that combined tallness and everbloom—and your breeding from this parentage is producing for the first time roses that are tall and everblooming."

Awarded Jane Righter Rose  
Medal of Garden Club of America  
with Following Citation:

"The War of the Roses was fought in England centuries ago. A far more recent victory has been won almost single-handed in this country by Walter Brownell who vanquished that enemy of the Rose, Blackspot.

"This remarkable man retired from the practice of law to devote his life to the perfection of the most splendid of flowers, the Rose.

"He became a student of genetics and planned his hybridizing program, using scientific principles with a definite objective. His efforts have been along original lines with the result that he has given America a new race of roses of exceptional value. Thousands who never before could grow them are now successful since the development of the Sub-Zero Rose. His name is acclaimed from Saskatchewan to Texas, from the Atlantic to the Pacific."

Leading Eastern Agricultural College Reports:

THIS FABULOUS ROSE VARIETY PRODUCED

**500** blooms in June  
**1523** more blooms in July

**1616** more blooms in August  
**437** more blooms in September

and

was still blooming heavily in October, November and right up to frost—long after the agricultural authorities had stopped counting the blooms! Of 69 famous American Roses tested, by actual count, this fabulous rose variety produced at least 5½ times more

roses than its nearest competitor—AND ACTUALLY PRODUCED OVER 40 TIMES MORE BLOSSOMS FROM ONE SINGLE PLANT THAN THE AVERAGE OF ALL OTHER 68 FAMOUS ROSES COMBINED!

fallen! And as they're super-hardy SUB-ZERO roses—sometimes bloom right up to the Christmas season!

You'll Pick Hundreds and Hundreds of  
Glorious Blossoms—Starting  
A Few Weeks From Now!

This is the rose that has been developed by Dr. Walter D. Brownell, the famous hybridizer of SUB-ZERO ROSES, acclaimed by the Garden Club of America as "the man who gave America a new race of roses!" This is the rose with such fantastic blooming power that it will actually give you huge clusters of 10, 12, even 15 flowers on a single stem... and produce those clusters in solid masses of bloom! Clusters as large as both of your outstretched hands put together... clusters that actually measure up to one foot across... each stem a complete floral bouquet in itself! This is the super-blooming SUB-ZERO ROSE that defies frosts plunging to 35° below zero—that

gives you an average of MORE THAN 50 NEW ROSES day after day, week after week for 8, 9, even 10 weeks in a row during the hot "dog days" of summer when practically every other ever-blooming type rose barely shows a spot of bloom here and there! Enough roses to fill every room in your house with color and fragrance all summer long—from just one single plant! Enough roses to drench your terrace with beauty, to sweep around your home and flood your beds, your borders, your walks, your driveway with solid, living walls of roses all summer long... with just a few plants!

And this is the rose you can have blooming in your garden now and for years to come, that will make your grounds the garden showplace of the neighborhood, if you accept this extraordinary flower offer now! For this is the rose that in actual field-trial competition outbloomed and outproduced every other popular tested rose in America by figures so great they stagger the imagination!

Here Is What Actually Happened  
When These College Field  
Trials Began!

Just picture the scene as these college horticulturists began this amazing flowering test of roses. For here gathered in a test field were all the highly-prized queens of rosedom... old favorites and brand-new beauties... floribundas, hybrid teas, polyanthas, patented roses and rose blends that today sell for as high as \$3.75 for a single plant. Row upon row of roses... roses acclaimed as the highest achievements in all rosedom... prize-winners in international competition... the best the world has to offer! Here were award winners that were already starting to open their clusters for all to admire and envy... and then, Nearly Wild started to bloom!

Outblossoms Every Other Leading Rose Tested—Produces More Roses In One Month Than Next Leading Rose Produced All Season!

Just picture the astonishment on these

experts' faces when in the first month alone, Nearly Wild produced over 15 times more blossoms than the average of all other roses combined; how in July alone it produced an average of 50 new roses a day, more than 7 times as many blossoms as the 2nd leading rose! How in August it produced 21 times more roses than its nearest competitor; and then went on the rest of the season to produce nearly 21 times more roses than the average of all 68 other leading roses combined!

"Like Having 20 Rose Plants  
On A Single Bush!"

Is it any wonder that a famous rose expert upon viewing the results of this test, exclaimed: "Why, it's like having a complete rose garden of 20 plants... all on a single bush!" Or why another rose expert, shaking his head in disbelief, stated: "If we ever released these flowering figures to the public, they'd never believe it. And if they did believe it, we couldn't produce enough Nearly Wild rose plants to fill the demand for the next 25 years."



HAILED AS PROBABLY  
THE GREATEST—  
BLOOMING ROSE OF  
ALL TIME—A LOVELY,  
FRAGRANT MASS OF  
FLAME-PINK BLOOMS  
NEARLY SIX MONTHS  
OF THE YEAR!

## Imagine—50 Roses A Day From Each Bush!

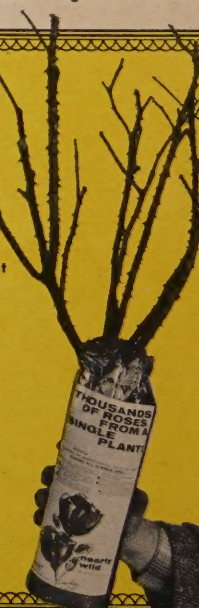
You are now looking at Nearly Wild—the incredible SUB-ZERO ROSE VARIETY developed by Walter D. Brownell that in actual field-test competition produced so many thousands of blossoms on one single plant that it left every other famous tested rosebush variety in America hopelessly behind. A flaming mass of lovely pink dogwood-like blooms stretching 3½ to 4 feet high, Nearly Wild blooms by the hundreds the first season planted... quickly reaches the enormous width of nearly 5½ feet in a few years... and almost completely blankets itself with showers of fragrant flame-pink blossoms nearly 6 months of the year! So utterly unbelievable is its sheer mass of bloom that it will stop every passerby right in his tracks and bring admiring neighbors running from blocks around to see the rosebush that can actually outproduce every other popular rose variety by 5½ to 60 times... as shown in field trials conducted by these leading agricultural college authorities!

## Read This Unheard-Of Guarantee

This SUB-ZERO ROSE Developed by Walter D. Brownell Is Guaranteed to Outbloom any other Shrub-Type Rose You Have Ever Grown—Or Your Money Back Anytime Within 3 Years!

Plant your collection of Nearly Wild now. Each plant is guaranteed to produce heavy masses of bloom beginning this June, or your money back, or your plants replaced free of charge, whichever you prefer. Then, once your rose plants become well-established, if you are not convinced that Nearly Wild produces more blossoms than you have ever grown before on any rosebush, then you may exchange them for your full purchase price refund anytime within 3 years; or, for any item of equal value from our regular catalog.

GUARANTEED  
WINTER HARDY  
DOWN TO  
35° BELOW  
ZERO



SEE DOUBLE GUARANTEE OF SATISFACTION ON ENCLOSED ORDER FORM—THEN ACT AT ONCE BEFORE SUPPLIES RUN OUT